

### **Amendments to the Claims**

Please enter the following amendments to the claims:

#### **Listing of Claims:**

1. (Currently Amended) A product container, comprising:  
at least one display comprising selectable items for a consumer to identify via the display a physically tangible product for purchase;  
at least one sensor operable to detect the consumer's presence in proximity to the product container, wherein the at least one display is operable to output customized marketing content based at least in part on the consumer's presence;  
a network interface, wherein said network interface facilitates communication of the product container with a network; and  
a wireless access point which provides wireless communication via the network for at least one device associated with the consumer, wherein the wireless access point requests either validation of the consumer or payment information when the at least one device is determined to be within a vicinity of the wireless access point,  
wherein the product container is operable to dispense the product selected by the consumer.
2. (Original) The product container of claim 1, wherein the network is the Internet.
3. (Original) The product container of claim 1, wherein the product comprises consumer packaged goods.
4. (Original) The product container of claim 3, wherein the product comprises soft drinks.
5. (Original) The product container of claim 1, wherein the container is operable to communicate with a content server via the network interface.

6. (Original) The product container of claim 1, wherein the container is operable to receive information from the consumer, and wherein the container is further operable to upload the information received from the consumer to the content server.

7. (Original) The product container of claim 5, further comprising an output device, wherein said output device is operable to display content transmitted to said container from said content server.

8. (Original) The product container of claim 1, further comprising an output device, wherein said output device is operable to print receipts.

9. (Original) The product container of claim 8, wherein the output device is operable to print receipts comprising a reward indicator.

10. (Original) The product container of claim 1, wherein the container is selected from the group of containers consisting of a fountain machine and a vending machine.

11. (Currently Amended) The product container of claim 1, wherein the at least one sensor is operable to identify the presence or absence of a person near the product container, and wherein the at least one display is operable to output customized marketing content based at least in part on the consumer's presence or absence.

12. (Original) The product container of claim 11, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

13. (Withdrawn) A kiosk, comprising:  
a network interface, wherein said network interface facilitates communication of the kiosk with a network; and  
a wireless access point, to provide at least one device wireless communication with said network via the wireless access point,  
wherein the kiosk is operable to download digital content to the at least one device.

14. (Withdrawn) The kiosk of claim 13, wherein the network is the Internet.

15. (Withdrawn) The kiosk of claim 13, wherein the digital content comprises music.

16. (Withdrawn) The kiosk of claim 13, wherein the kiosk is operable to receive information from a consumer associated with the at least one device, and wherein the kiosk is further operable to upload the information received from the consumer to the network.

17. (Withdrawn) The kiosk of claim 13, wherein the kiosk is a fountain machine or a product container.

18. (Withdrawn) The kiosk of claim 13, further comprising at least one sensor, wherein the at least one sensor is operable to identify the presence of a person near the kiosk.

19. (Withdrawn) The kiosk of claim 18, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

20. (Withdrawn) A system for promoting products, comprising:  
a content server; and  
at least one product container capable of communicating with the content server and operable to dispense tangible products, said at least one product container comprising:  
a display; and  
an input device, wherein the input device is operable to receive at least one input from a consumer,  
wherein the content server transmits content for presentation on the display.

21. (Withdrawn) The system of claim 20, wherein the content identifies at least one item, and wherein the at least one item is selectable by the consumer via the input device.

22. (Withdrawn) The system of claim 21, wherein the at least one item comprises a free item, wherein said free item is receivable by the consumer after purchasing a product from the at least one product container.

23. (Withdrawn) The system of claim 22, wherein the free item is selected from the group of items consisting of a horoscope, song, fortune, email, picture, postcard, game, and reward points.

24. (Withdrawn) The system of claim 21, wherein the at least one item comprises a purchasable item, wherein said purchasable item is receivable by the consumer after inserting value into the at least one product container.

25. (Withdrawn) The system of claim 24, wherein the purchasable item is selected from the group of items consisting of tickets, music, pictures, and digital content.

26. (Withdrawn) The system of claim 20, wherein the at least one product container further comprises a printer, wherein the printer is operable to generate receipts comprising an item indicator.

27. (Withdrawn) The system of claim 20, wherein the at least one product container is operable to award the consumer with an instant prize upon the consumer making a purchase from the at least one product container.

28. (Withdrawn) The system of claim 27, wherein the instant prize awarded to the consumer is selected by the content server.

29. (Withdrawn) The system of claim 27, wherein the at least one product container further comprises a printer, wherein the printer is operable to generate a receipt comprising a reward indicator.

30. (Withdrawn) The system of claim 29, further comprising a web page, wherein the reward indicator may be entered at the web page to redeem the instant prize.

31. (Withdrawn) The system of claim 20, wherein the at least one product container further comprises at least one database for storing content local to the at least one product container.

32. (Withdrawn) The system of claim 20, wherein the at least one product container is operable to display event information corresponding to an event geographically local to the at least one product container.

33. (Withdrawn) The system of claim 20, wherein the at least one product container further comprises at least one sensor, wherein the at least one sensor is operable to identify the presence of a person near the at least one product container.

34. (Withdrawn) The system of claim 20, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

35. (Withdrawn) A method of promoting products and selling items, comprising:  
repeatedly displaying advertising information at a product container until a consumer makes a purchase of a physically tangible product from the product container;  
subsequent to the consumer making a purchase, offering, at a display of the product container, at least one item to the consumer, wherein the at least one item is different than the physically tangible product.

36. (Withdrawn) The method of claim 35, wherein the at least one item comprises an instant prize.

37. (Withdrawn) The method of claim 35, wherein the at least one item comprises a purchasable item.

38. (Withdrawn) The method of claim 35, further comprising the step of receiving input from the consumer to identify the at least one item.

39. (Withdrawn) The method of claim 35, further comprising the step of identifying the presence of a person located near the product container.

40. (Withdrawn) The method of claim 39, further comprising the step of changing the advertising information displayed on the product container upon detecting the presence of a person located near the product container.

41. (Withdrawn) The method of claim 35, further comprising the step of displaying on the product container event information, wherein the event information corresponds to an event geographically local to the product container.

42. (Withdrawn) A system for promoting products, comprising:  
a content server; and  
at least one product container operable to dispense a physically tangible product, wherein said at least one product container is in communication with the content server,

wherein the at the at least one product container is operable to reward a consumer with goods or services subsequent to the consumer making a purchase from the at least one product container, wherein the goods or services are different from the physically tangible product.

43. (Withdrawn) The system of claim 42, wherein the goods or services are determined by the content server.

44. (Withdrawn) The system of claim 42, wherein the goods or services are selected from a group of goods or services stored on the at least one product container.

45. (Withdrawn) The system of claim 42, wherein the goods or services are selectable by the consumer.

46. (Withdrawn) The system of claim 45, wherein the goods or services comprise a digital item rewarded to the consumer immediately upon selection by the consumer.

47. (Withdrawn) The system of claim 42, wherein the product container is selected from the group of product containers consisting of a fountain machine and a vending machine.

48. (Withdrawn) The system of claim 42, further comprising at least one sensor, wherein the at least one sensor is operable to identify the presence of a person near the at least one product container.

49. (Withdrawn) The system of claim 48, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

50. (Withdrawn) The system of claim 42, wherein the at least one product container is operable to download digital content to at least one device associated with the consumer.

51. (Withdrawn) The system of claim 50, wherein the at least one device is selected from the group of devices consisting of a smart card, RF tag, handheld computer, wireless phone, personal digital assistant, and MP3 player.

52. (Withdrawn) A system for promoting products, comprising:  
a content server; and

at least one product container operable to dispense a physically tangible product, wherein said at least one product container is in communication with the content server,

wherein the at the at least one product container is operable to reward a consumer with the physically tangible product subsequent to the consumer interacting with the at least one product container, where the consumer interaction does not include the selection of the physically tangible product.

53. (Withdrawn) The system of claim 52, wherein the goods or services are determined by the content server.

54. (Withdrawn) The system of claim 52, wherein the goods or services are selected from a group of goods or services stored on the at least one product container.

55. (Withdrawn) The system of claim 52, wherein the goods or services are selectable by the consumer.

56. (Withdrawn) The system of claim 55, wherein the goods or services comprise a digital item rewarded to the consumer immediately upon selection by the consumer.

57. (Withdrawn) The system of claim 52, wherein the product container is selected from the group of product containers consisting of a fountain machine and a vending machine.

58. (Withdrawn) The system of claim 52, further comprising at least one sensor, wherein the at least one sensor is operable to identify the presence of a person near the at least one product container.

59. (Withdrawn) The system of claim 58, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

60. (Withdrawn) The system of claim 52, wherein the at least one product container is operable to download digital content to at least one device associated with the consumer.

61. (Withdrawn) The system of claim 60, wherein the at least one device is selected from the group of devices consisting of a smart card, RF tag, handheld computer, wireless phone, personal digital assistant, and MP3 player.

62. (Withdrawn) An apparatus, comprising:

a display screen, for displaying marketing content to a consumer; and  
at least one sensor, wherein the at least one sensor is operable to identify the presence of a consumer located physically near the apparatus,

wherein the marketing content displayed by the apparatus is based at least in part on the presence or absence of a consumer located near the apparatus, as identified by the at least one sensor.

63. (Withdrawn) The apparatus of claim 62, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

64. (Withdrawn) The apparatus of claim 62, further comprising a network interface, wherein said network interface facilitates communication of the apparatus with a network.

65. (Withdrawn) The apparatus of claim 64, further comprising a wireless access point to provide at least one device wireless communication with said network via the wireless access point.

66. (Withdrawn) The apparatus of claim 64, wherein the network is the Internet.

67. (Withdrawn) The apparatus of claim 64, wherein the apparatus is operable to communicate with a content server via the network interface.

68. (Withdrawn) The apparatus of claim 67, wherein the display screen is operable to display content transmitted to said apparatus from said content server.

69. (Withdrawn) The apparatus of claim 68, wherein the apparatus is selected from the group of apparatuses consisting of a fountain machine and a vending machine.

70. (Withdrawn) The apparatus of claim 62, further comprising a security camera.